

CURRICULUM VITAE

Name: Asma Rashid
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KEY QUALIFICATIONS:

Highly motivated Professional with diverse experience. Experience working on projects funded by multilateral banks and donor agencies, as well as coordination with government departments and field partners.. Proven track record of monitoring and evaluation, project management, field staff management, budgeting, and reporting. As a Lawyer, I understand legal regulatory and business conduct. This includes understanding and ensuring compliance with all applicable laws, regulations, guidelines and the Code of Conduct.

I am deeply committed to combating inequalities and contributing to a more equal, sustainable, and just world. I strongly believe in the benefits of diversity and gender equality for companies and societies. Over the last 20 years, I have worked with different organisations to develop strategies, partnerships, programmes, tools and policy dialogue for the promotion of gender equality and diversity.

I have a proven track record of leading and achieving key programme objectives in multiple management roles over the last two decades. I've worked in a variety of industries, including trading, advertising, marketing, health care, education, non-profit organisations, and project management.. Understand leading best practices used in the private and public sectors, both nationally and internationally. Capacity building, compensation, client services, media and reforms, strategic planning, organisational development, and legal/policy considerations are among my areas of expertise. I am fluent in the language of various legal documents. Working with Internal and External Auditors on a regular basis.

As a Strategic partner, I have developed and compiled, monitored, and evaluated the protocols and key performance tools to provide a strategic and efficient frame to align with operational needs. Worked in different cultures, and environments and dealt with diversity, Managed things in an organized manner by using available resources, tools and techniques. Being adaptable to change has always delivered results in stressful situations, diversity or in multitask environments keeping contingencies for the unexpected. Have strong political acuity, confidential management, and disclosure of information. Manage conflicting priorities due to the fast-paced environment and tight deadlines with minimal margin for errors; being prompt and proactive. Ensuring compliance with ER policies and processes in respect of Disciplinary Management; Grievance Management; and Performance Improvement Plans.

As a seasoned professional I have worked closely with senior management in direct reporting to CEO's, international alliances, Directors, and Government officials from the officer level to the secretary level. Have worked in close coordination with senior management for policy-making decisions I have managed diverse and multicultural employees. In my career, I had managed a large number of employees with different tiers. In my assignment at Polio Program District EAST, I managed more than 5000 employees with multiple issues, grievances, harassment, Polio Campaigns, and Developing and Leading media campaigns. Have led the HR committee in Board meetings. Recorded minutes and got the approval to implement the same.

EDUCATION:

Degree	Major / Minor	Institution	Year
MA	Political Science	Karachi University	1999
MBA	Human Resource/Marketing	IBA Karachi	2000
MBA	Human Resource	University of Toronto (equivalency)	2009
LLB	Human Rights	Karachi University	2015
MA	Mass Communications	Karachi University	2022

Professional Certifications and Memberships:

- Project Management Professional University of Toronto 2010
- Human Resources Professional Certificate University of Toronto 2010
- ICMA (Cost and Management accountant)
- Member Sindh Bar (Advocate)

Transferable Skills:

- ✓ Corporate Management
- ✓ Organizational Development
- ✓ Change Management
- ✓ Performance Management
- ✓ Training and Capacity Building
- ✓ Media Management and Planning
- ✓ Legislation and Policy making
- ✓ Extensive knowledge of social media
- ✓ Financial Management and Resource Planning
- ✓ Monitoring and Evaluation
- ✓ Conflict Management and Problem-Solving skills
- ✓ Developed Research and analytical skills
- ✓ Demonstrated leadership and Negotiation skills
- ✓ Project management and strategic planning skills
- ✓ Proved Organizational, prioritizing, and multitasking skills
- ✓ Strong interpersonal and Teamwork skills
- ✓ Excellent oral and written communication skills.
- ✓ Comprehensive knowledge of HR and labor laws;
- ✓ Good Customer Services and Relationship Management
- ✓ Grievance Handling and confidential Management
- ✓ Ability to adapt to emerging technologies and emerging communication platforms

On the Job Trainings:

- ✓ Communication for Development
- ✓ Leading Diversity
- ✓ Work Place Harassment and Discrimination
- ✓ Building Bridges and Collaboration at work
- ✓ Procurement Training of SPPRA & PPRA
- ✓ Basic Financial Skills
- ✓ Event Management and Press Release
- ✓ Negotiation skills
- ✓ Essentials for Management
- ✓ Labour Relations
- ✓ Workplace Violence Prevention
- ✓ Grievance Handling
- ✓ Conflict Management
- ✓ Facilitation Skills

LANGUAGES OR COMMUNICATION SKILLS:

Language	Speaking	Reading	Writing
English	Proficient	Excellent	Excellent
Urdu	Excellent	Excellent	Excellent

EMPLOYMENT RECORD:

Employer	Position	From	To
Tuwairqi Steel Mills Limited	Head of HR	July 2022	Present
TransKarachi BRT Red Line (Project) (A Section 42 Company of Govt. of Sindh for Mass Transit in Karachi)	Head of HR and Admin (Reports to CEO)	November 2020	May 2022
SHM-UNICEF-Polio Program (Project)	Head of HR and Communication for Dist. EAST (Reports to DC east)	July 2018	March 2019
ADBP –SCIP- PND, (Project)	HR & Communication Specialist (Reports to Project Director)]	July 2015	March 2017
Ministry of Govt. Services Ontario Canada	Advisor (Reports to Director)	August 2009	January 2014
Rogers Communications, Canada	Client Service Representative (Reports to group Head)	October 2008	June 2009
Master Mind, Pakistan	Senior H R Manager (Reports to Executive Director)	January 2004	December 2006
Biznas.com, Pakistan	Branch Manager (Reports to Executive Director)	October 2001	December 2003
Various roles in different organizations		1990	2001

EMPLOYMENT DETAILS:**Tuwairqi Steel Mills Karachi July 2022 - Present*****Job Responsibilities:***

- Develop and implement HR manual, employment contracts etc. Ensure HR strategies and initiatives are aligned with the overall business strategy.
- Advise on a wide range of core human resource functions in accordance with policies and best practices. Provide broad oversight and expertise in the development of organizational HR initiatives to assure the successful achievement of goals and objectives.
- Execute the recruitment strategy effectively ensuring the right talent is ready at the right time and influence the entire recruitment process to provide direction on talent needs. Develop creative practices
- and programs that identify, source, assess and hire the best talent to meet changing and evolving business needs to meet current and future staffing needs.
- Execute Capacity building programs including performance management, training, total rewards, global benefits, surveys, and compensation
- Ensure compliance with federal, state, and local laws and best practices in HR and administration procedures so that they are efficient, accurate, timely, and responsive.
- Support resolution of employee relations issues and executing disciplinary actions, handling separation cases (Resignation & Termination) and clearance Processes.
- Represent the company in labour court for any cases related to labour issues (IR/ER)

November 2020 – Present

Name of Employing Agency: TransKarachi (Government of Sindh)
Title of Position: Head of HR and Administration (Reports to CEO)
Name of Project: Karachi Bus Rapid Transit Redline
Location of Assignment: Karachi, Pakistan

Activities:

- Serve as primary department representative with local and international actors and lead Human Capital endeavours of the organization.
- Manage and maintain a collaborative working relationship with senior-level stakeholders/govt offices within and outside TransKarachi to ensure the timely and successful achievement of goals and objectives.
- Ensure compliance with Government, ADB and other donor rules and regulations, particularly with regard to fiscal management. Oversee preparation and presentation of compliance documents/reports internally and externally.
- Develop and implement HR manual, employment contracts etc. Ensure HR strategies and initiatives are aligned with the overall business strategy. Advise on a wide range of core human resource functions in accordance with policies and best practices. Provide broad oversight and expertise in the development of organizational HR initiatives to assure the successful achievement of goals and objectives.
- Acted as CFO in the absence of CFO, took over all financial payments, documentation, bank, Signatory changes, financial reallocation from Finance and Treasury and all other matters related to finance.
- Evaluate risk factors with the potential to disrupt the achievement of strategic goals and set an appropriate course of action in response. Investigate and analyze current information from various sources on various HR functions to inform decision-making and the development of protocols and procedures.
- Oversee implementation of labour strategies to track and mitigate risk and its potential impact
- Authority to establish and implement procedures for managing departmental fiscal resources.
- Execute the recruitment strategy effectively ensuring the right talent is ready at the right time and influence the entire recruitment process to provide direction on talent needs. Develop creative practices and programs that identify, source, assess and hire the best talent to meet changing and evolving business needs to meet current and future staffing needs.
- Drive employee engagement in working with executive leadership to develop effective internal communications strategies, processes, tools, and training to promote morale and productivity.
- Bridging management and employee relations by addressing demands, grievances, or other issues.
- Represent HR committee in BOD meetings for any HR-related issue, policy approval, grievance etc.
- Deal with a legal retainer for legal issues, contracts, or any other company's legal issues.
- Execute Capacity building programs including performance management, training, total rewards, global benefits, surveys, and compensation
- Ensure compliance with federal, state, and local laws and best practices in HR and administration procedures so that they are efficient, accurate, timely, and responsive. Work with the internal Auditor and assist the Auditors in the annual audit.
- Manage the Corporate Insurance policies, EOBI, SESSI, PF and other employee benefits
- Responsible for HR and Administration department budget; in compliance with Donor procurement policy and government rules (SPRA/PPRA)
- Oversee all matters relating to facilities and administration, including payroll, building lease, supply resource management, travel accommodation, vehicle/assets procurement and records function.

July 2018 – March 2019

Name of Employing Agency: Sidat Hyder Murshid: Polio Eradication Initiative Program (EPI)

Title of Position: HR and Communication Head for District EAST (Reporting to DC East)

Name of Project: Polio Eradication Initiative Program (EPI)

Location of Assignment: Karachi, Pakistan

Activities:

- Worked as the focal point for HR and Admin for district East; responsible for the staff deployment in the program. Work as a bridge and maintain close coordination with stakeholders; Government, Donors, staff, and the public. and provide solutions to ensure smooth HR and administrative workers management in the District East.
- Did Logistic management; keep track of quality, quantity, stock levels, delivery times, and disbursement of the stock. Coordinate venues for outreach sessions or any other socialization/motivation activities.

- Ensured capacity building of selected HR in coordination with the third party training coordinator. Jointly conducted training need assessment & prepare training plans in consultation with partner staff.
- Attended strategic meetings to understand and respond the deployment related issues to the DC (government) in the district and resolve employee issues.
- Assisted various focal persons of stakeholders in HR and Admin related investigations relating to grievance handling, fraud, fake reporting, absence management, harassment etc.
- Served as a contact for media inquiries and requests for information internal and external. Disseminate information when necessary in response to media inquiries, distribute media requests to appropriate staff, and ensure that requests are handled appropriately. Identify relevant communications and engagement opportunities and evaluate their effectiveness by monitoring press releases and other media-related activity on social media.
- Supported planning and execution of global company meetings including event logistics, and executive presentations Supports and communicates the mission, values, and culture of the organization
- Assisted the Senior Management to develop the communications and engagement strategy in line with the business priorities. Worked with leadership to ascertain project needs, organization goals and brand values.
- Provide creative support for internal and external communication efforts including print publications, websites, electronic communication, community engagement, media and video productions.
- Provide support to district staff as needed related to the use of communication platforms in the district. Creating special communication channels that bring positive responses, and brand value.
- Monitor social media and identify opportunities for engagement with key social media influencers. Help develop and maintain media lists and distribute press releases and other press materials through software systems and manually. Post media material to website(s) and maintain news section of websites

Work Experience Expertise Developed

Corporate Management

- Partnered with respective business segments to drive and enable business performance and to deliver the agenda. This entails supporting the delivery of relevant resource advice and ensuring alignment to the overarching business strategy.
- Reviewed all project Documents considering legal impacts and policies of government and ADBP. Keeping a congenial liaison with local government bureaucracy. Prepared project reports and future requirements of the project, presentation and brief for the Minister and PND Chairman
- Advised Senior management in coordinating operations, processes and administration; established unit priorities in consultation with team(s) and/or management, participated in the strategic formulation of competencies in line with the company's business plans.
- Analyzing the Annual Operating Plan of the project to give inputs and suggestions in light of the Loan Agreement and guidelines.
- Advised in day-to-day issues with demonstrated ability to give attention to details, good consultative skills, and team spirit and meeting deadlines while maintaining confidentiality. Dealt confidential/sensitive issues with tact and diplomacy.
- Acted as liaison with government/staff of other functional areas/ internal and/or external stakeholders regarding operational changes, addressing and resolving exceptional transactions as required
- Organized, negotiated, planned and executed projects, by managing timelines and work schedules.
- Collaborated with teams to share best practices, technical support and management techniques, in order to improve teamwork, productivity and employee satisfaction.

Communications and Relationship Management

- Worked with diversity and dealt with the differences with negotiation and conflict management skills. Assured to resolve the issue and drive results for the healthy work environment
- Ensured that policies, procedures and best practices complied with employment legislation and state laws.
- Supported eligibility assessment for their rights, by coordinating between employees' relevant departments; providing required information/documentation to the concerned department and following up to resolve the issue. Ensuring uniform business acumen delivered effectively across the businesses and functions in line with company policies and local laws.

- Conducted all facets of the media and reforms, advertising on electronic and print media, interviews, and participating in live TV shows. Social awareness programs.
- Coordinate and publish regular company-wide newsletters, interviews, and news flashes. Creating informative business materials and drafting media and press materials as needed, including talking points and messaging, press releases and statements, template materials, blog posts, and op-eds
- Managed communication initiatives and an annual calendar by Developing and implementing marketing plans and monitoring the progress of each by evaluating and identifying the customer impact
- Respond to a variety of complex client needs by analyzing the facts; who may be irate, emotional, or have special language /physical/ cultural requirements in order to ensure their satisfaction and avoid escalation.
- Prepared presentations/updates/briefs and reports on staffing matters as and when required on the implementation status of the project in meetings at the local and Provincial levels.
- Developed and lead the implementation of an internal communications strategy that adds to the Company's culture and fosters employee engagement. Maintains an organization's policy, program aims and priorities while communicating the organization's policies and priorities.

I certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience.

ASMA RASHID